## **CLAIMS**

## [Claim(s)]

[Claim 1]An automatic label pasting device which sticks a label on a product of two or more kinds conveyed by conveyor automatically according to the kind, comprising:

An identification device which identifies a kind of said product.

Two or more label affixing machines which equipped with a label for every kind of said product while having been arranged along with a transportation direction along with said conveyor. While equipping an attachment position which sticks, wears, is carried out in contact with a product in which a label the head of was pulled out is conveyed, and deals in a label affixing machine according to a kind of product from a position in readiness with a position substitute means which carries out a position substitute based on a discriminated result by said identification device, A roll support means which pivots a roll body around which said label affixing machine winds a band-like label paper which arranged two or more labels in a longitudinal direction, and was stuck on a release paper enabling free rewinding.

A peeling base which exfoliates a tip part of a label from a release paper when a label paper rewound from said roll body turns to an acute angle again, and by rewinding a label paper intermittently from said roll body, A search means by which a label can be held in the state of search which a tip part which exfoliated projected from a peeling base, and a recovery means which has a recovery axis from which release papers by which it was intermittently rewound by said search means are wound and collected.